

**KC Conception:**  
My mom will walk  
me down the aisle

**US schoolteacher arrested**  
in Thailand for murder of  
JonBenet Ramsey in 1996

**Pinay housekeeper's lawsuit**  
vs Brando's estate offers peek  
into actor's sad, last days

**Prosecution in Subic**  
rape trial rests; defense  
to present case Sept. 11

## UST graduates top medical board exams

THE PROFESSIONAL REGULATION COMMISSION (PRC) announced that 1,881 of 2,086 examinees passed the Physician (Complete) and Specialist (Partial) Licensure Examinations by the Board of Medicine in the cities of Manila and Cebu last August.

The examinees who made it to the top 10 were the following (Complete list is online. [prc.gov.ph](http://prc.gov.ph))

LISTEN 21



Friday, August 18, 2006

18 sections / Vol. 31 / No. 251 / P18

[www.inquirer.net](http://www.inquirer.net)

## JDV: Gloria 'in excelsis'

over impeach bid killing

By Christine O. Anandine

THERE MAY BE 94 dead to pay for, according to Speaker Jose de Venecia Jr., the killing of the latest impeachment bid against President



PAGE 44



**CLOSE CALL:** A fearful Patricia Manalang hangs on to her wife Lydia and children while recounting how he was nearly killed by paramilitary soldiers in Orondo, Bulacan.

# More international Christian leaders outraged over rash of political killings

By Christine Y. Esparrera  
in Manila  
and Tereza Orjeda  
Inquirer General Editor

OUTRAGE OVER THE POLITICAL killings in the Philippines is swelling in the international Christian community.

After the United Church in Australia, more Protestant denominations have expressed alarm over the killings, with the Methodist issuing a statement calling on the US government to pressure President Macapagal-Arroyo's administration into dropping all charges.

"We call upon the United States government to bring pressure to bear upon authorities in the Philippines to respect civil liberties and human rights and to enforce effective policies and the judicial process," the US-based United Methodist Church said in a statement signed at a conference in North Carolina and addressed to the US and Philippine governments.

In a separate statement, church leaders representing denominations in Africa, Asia, Latin America and the Caribbean, Europe and North America expressed "shock and dismay" over reports of the extrajudicial killings.

"We particularly concern are our sisters and brother church members who have been slain by death squads that seem connected to powerful economic, military and political interests in the country," they said.

The statement was signed by 17 church leaders and peace advocates representing the World Alliance of Reformed Churches in South Korea, Lutheran World Federation in the United States and Switzerland, United Church of Canada, United Reformed Church in

PHOTO: AP

# Oil spill peril spreads

## RP warned only 5% of coral reefs in top form

By Christine A. Gaylican

THE CORAL AND MARINE resources of the Philippines are considered the richest in the world, but they are being degraded considerably, resulting in billions of pesos in economic losses every year, according to a report of the World Bank.

Only 4-5 percent of coral reefs in the country are still in excellent condition, while more than 75 percent of its mangrove forests have been converted to aquaculture, logged or replanted by other uses, the World Bank said in Philippine Environment Monitor (PEM) 2006 on Coastal and Marine Resources.



**THE WORST OIL SPILL IN RP HISTORY:** The future appears bleak for the girl who lives on the coast of Marikina, Guimaras, where 325,000 gallons of industrial fuel aboard a tanker that sank last month seeping out its contents pollutes a major marine reserve and 50 hectares of coconut plantations.

By Rainer P. Burgos Jr.  
Inquirer Deputy  
and Christine A. Gaylican  
in Manila

WITH NO OFFERS OF help from other countries, residents of Guimaras Island affected by the country's worst oil spill are using indigenous materials like bamboo poles with floaters, coconuts husks and rice straw to keep the oil from spreading.

Environment Regional Director Julian Arreola said residents and some volunteers had started removing the oil from their backyards without sophisticated equipment.

But the massive oil spill could grow worse without urgent help to fix a 60-meter section, which is loaded with fuel, from the wreck boat. The spill is only a fraction of the oil on the doomed Sula 1, which ran aground out of the ship's hold, officials said.

The ship is on the sea bed some 2,000 feet (600 meters) deep. Philippine salvage teams will move the ship to shore to avoid 128 tons.

ENRPHOTO: AP

# Junking may spark civil disobedience—Cardinal Vidal

By Christine Y. Esparrera  
and Michael Lee Olivas  
in Manila  
Bernard Napalanan  
and Ph. Dora Latorre  
Inquirer Manila

SENIOR ARCHBISHOP RICARDO Cardinal Vidal and Bishop Gregorio Aguirre yesterday warned the scrapping of the

anti-impeachment complaint against President Macapagal-Arroyo could spark a civil disobedience campaign and other extrajudicial measures to force her out.

"If the issue isn't resolved in a calm manner, a parliament of the street is possible and we can't stop it," Aguirre said yesterday. He said some quarters, asked

by the House committee on justice doctrine, on Wednesday might resort to "extra-legal" means. "We do not want that but we can't stop what others do."

At a breakfast meeting with several priests, Cardinal Vidal talked about his worries on the political implications of the killing of the complainant, said Msgr. Artilles Dela

"Cardinal Vidal said he was worried... he said he worries about civil disobedience," said Dela. The archbishop's media office said Vidal did not elaborate, Dela said.

Grassroots groups have raised the possibility of mounting a campaign for impeachment of Arroyo, boycott of classes and work stoppages and shunning of Congress

unless it blocks the second impeachment attempt against the Arroyo.

But Cebu City Rep. Antonio Guevarra said civil disobedience did not have popular support.

Last year, Mr. Arroyo's majority coalition repudiated an attempt to impeach her even though she is due for 2008 presidential

JUNKPHOTO: AP

## 2 men claim cheating for GMA in '04 election

By Herman Benavides

TWO MEN HAVE CLAIMED involvement in a purported operation to alter the results of the May 2004 presidential poll, and implicated then-Governor Gersoniano Velasco Guevarra and then PSF Director General Hermenegildo Bidoan in the supposed switching of election returns (RRs) at the House of Representatives and the membership of the documents.

Armenio Ranzola and Clemente Golon have been presented at a news conference yesterday afternoon in a Quezon City church. But the press conference was cancelled and copies of their affidavits, said, which involved statements were turned dis-

tributed to reporters. Ranzola said in his affidavit that he was a "direct and active participant" in the purported operation.

He said he knew "for a fact" that the manipulated RR was placed in the precinct box in the House, and that he oversees the transmission of the documents after being contacted by election lawyer Roger Bello, who was in turn contacted by Velasco, now the public works secretary.

Ranzola said the manufacture of the RR and the subsequent switch were made imperative after opposition candidate Benigno Aquino Jr. said vice president

## Kids find space in shadow of volcano

By Epifanio Aguilera  
Inquirer Southern Luzon

LEGASPI CITY—CHILDREN staying in cramped quarters for hours. Many residents here heard they now would they could help reduce the effects of a damaged coastal life.

At the San Roque Elementary School in Bantigue, Marikina, the young evacuees now have access to play and art materials in a "space" where they could trade their books for simple toys.

The "Child-friendly Space (CFS)," a room where "normal aspects" of a child's life are quickly reestablished to provide a sense of normalcy and security for the children caught in the disaster.



**A 'CHILD FRIENDLY SPACE' IS AN makeshift center put up by Mayor Venson where children caught in a disaster situation—the Marikina volcano's elevated alert level—of access to play and toys.**

PHOTO: AP

## 3 Cha-cha steps open to Gloria

By TJ Bugarin

IF THE SUPREME COURT VOTES down the administration-backed people's initiative and the House-related constituent assembly President Macapagal-Arroyo will have to step up to defend with the Constitutional Convention.

In a constituent assembly, the delegates are elected by the people to draft amendments. The President, who continues to be elected by the "Veto-Gate" vote would, could even propose the election of Congress delegates in the 2007 initiative to draft the

3DM-OR: AP









# Body of Pinoy truck driver killed in Iraq blast arrives

By Jerome Alang

THE REMAINS OF A PHILIPPINE TRUCK DRIVER killed in Iraq on last Monday yesterday arrived.

The Department of Foreign Affairs (DFA) said the body of the driver, 32, of 2008 when City was employed by PWC Logistics Inc.

Mateo's remains were sent to the DFA by the Iraqi government's police by land route and the DFA's Manila office is now in the process of identifying the body.

Foreign Trade Commission (FTC) Manila, Manila's Trade Office, is now in the process of identifying the body. The Philippine Embassy in Baghdad, said Mateo was driving one of 30 trucks that entered northern Iraq from Kuwait on July 20 according to official statement.

Mateo's truck, his colleagues accounted to embassy officials, struck an unexploded explosive device buried in the roadside. He was rushed to a nearby hospital but he succumbed to shrapnel wounds.

According to the embassy report, 31 of the 30 trucks in the convoy were driven by Filipinos. All the drivers were killed or injured after the incident.

The Philippine government in July 2008 issued the deployment of some 100 Filipino workers to Iraq following the declaration by Iraq authorities of such driver deaths as in Iraq, subsequent subsequently resumed.

The government, however, has been having a hard time recruiting the men as OFWs continue to seek jobs in Iraq's neighboring countries like Jordan, Kuwait, Turkey, Qatar and the United Arab Emirates.

## Graft raps filed vs PLM president, board of regents

A FORMER DEAN OF THE UNIVERSITY OF THE Philippines (UP) has filed graft charges against the school's president and members of its board of regents (BOR) in connection with the alleged college closure and other faculty members and the subsequent resignation of their replacements.

By Rachel D. Zamora, Bureau PLM director of the College of Tourism, Hotel and Travel Industry, accused PLM president En. Benigno S. Aquino III and its regents before the Philippine House last month of conspiracy and authority to graft and corruption, breach of ethical standards for government officials, and for violating academic freedom.

Zamora said in her affidavit complaint that Aquino III ordered the closure of the University of the Philippines (UP) and the subsequent resignation of some dozen and appointed "board" members to their place. The new appointees have since assumed the position of regents.

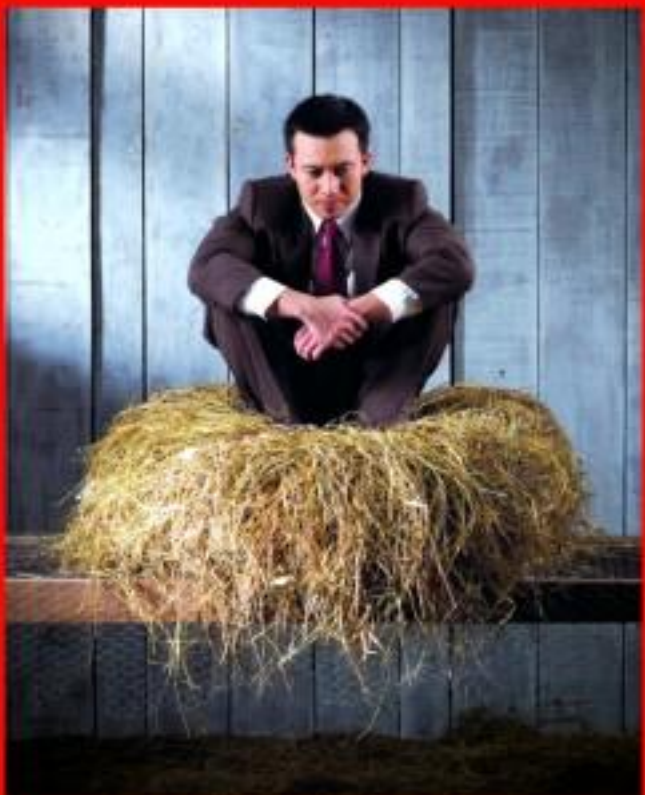
The affidavit charges that the Aquino III is involved in the alleged graft and corruption, breach of ethical standards for government officials, and for violating academic freedom.

PLM, whose main campus is in Iloilo, a constituent, a prominent university in which it is owned and operated by the UP government of Manila.

The six regents were included in the affidavit for allegedly failing to oversee their own duties over a "trustee group" although one of them, former UP president Benito S. Aquino III, disavowed the actions of UP and requested to be removed from the list.

He said "Dr. Aquino III stepped forward the board of regents by directly and corruptly appointing, promoting to key management positions, and, in the process, he has approved numerous alleged, corrupt and prohibited public officials whom he had either served from office or engaged by his appointments. He had directly and corruptly violated the University Charter and other laws of the land."

The six members of the board of regents are: former UP president Benito S. Aquino III, former UP president Benito S. Aquino III, former UP president Benito S. Aquino III, former UP president Benito S. Aquino III, former UP president Benito S. Aquino III, and former UP president Benito S. Aquino III.



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# Junking may spark civil disobedience—Cardinal Vidal

cardinal election. He never had a chance to be elected.

During the election, Cardinal Vidal said he was not running for the position of cardinal. He said he was not running for the position of cardinal. He said he was not running for the position of cardinal.



**MADE THING LEFT THEM.** The groups on inside the House wanted to junk the constitution, but the House rejected the proposal.

**Plenary vote next week**

A House plenary session next week is expected to reject the constitution's decision, in June 2001, as a result of the House membership of 250, are expected to reject the proposed changes.

The change against the House's decision to reject the constitution's decision, in June 2001, as a result of the House membership of 250, are expected to reject the proposed changes.

**Country on edge**

Cardinal Vidal said the country is on the edge of civil disobedience. He said the country is on the edge of civil disobedience. He said the country is on the edge of civil disobedience.

**Cardinal Vidal's words**

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## 3 Cha-cha steps open to Gloria

**Step 1: Gloria's words**

Gloria Arroyo said she was open to the possibility of a third term. She said she was open to the possibility of a third term. She said she was open to the possibility of a third term.

**Step 2: Gloria's words**

Gloria Arroyo said she was open to the possibility of a third term. She said she was open to the possibility of a third term. She said she was open to the possibility of a third term.

## JDV: Gloria 'in excelsis' over impeach bid killing

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**"ONE TOWN, ONE PROTEST, ONE FUTURE."** Gloria Arroyo said she was open to the possibility of a third term.

**1,000 words**

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**Step 3: Gloria's words**

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**Step 4: Gloria's words**

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**Final vote**

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**Step 5: Gloria's words**

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**Step 6: Gloria's words**

Gloria Arroyo said she was open to the possibility of a third term. She said she was open to the possibility of a third term. She said she was open to the possibility of a third term.

### Who is the Most X-TREME Among The Rookies?

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**Benefits of the draft**

The draft is a good thing. It is a good thing. It is a good thing. It is a good thing. It is a good thing.









# Oil spill peril spreads

From page 97

Industries and agencies are set to respond to a Philippine request for specialized teams. German Secretary of State Gunter Grawert said the Philippines also seek help from the United States.

U.S. Cmdr Joseph Geyser, spokesperson for the Philippine Coast Guard (PCG), said the Sealer L, which sank Friday off Cebu, could sink 1 million liters of bunker fuel on board, most likely in its fuel tank.

Geyser said the ship's cargo hold already leaked 100,000 liters of fuel, the country's largest largest spill, and contaminated the beaches of Cebu City and its adjacent towns.

## Impaired barriers

He said the PCG had resumed its efforts in Cebu to contain oil leaks in building up oil booms to help keep the oil away from shallow water and the shoreline. He said the residents could see indigenous materials like bamboo, mangrove roots, wood and other materials like fish traps, rubber tires, fishing nets and other stuff for the booms.

The nets and various boats could be stuffed into nets that would be attached to materials like the bamboo. The concept would block the flow of the oil, with the nets and various boats standing by the fish.

"In working systems to make improved barriers, the PCG can help them do something to prevent the oil from reaching their houses," Geyser said.

## 130 km of coastline affected

Cebuans who live near the coast, coastal districts had affected more than 200 km of coastline, damaging mangrove forests, seaweed plantations and coral reefs containing spawning fish sites.

Cebuans City, Cebuans City said the spill had affected 130 kilometers in Cebu town as of Saturday night from 14 kilometers thereabouts.

Cebuans City, Cebuans City said the spill had affected 130 kilometers in Cebu town as of Saturday night from 14 kilometers thereabouts. The threat of environmental poisoning is still

there and it will remain as long as the oil slick remains in the sea," Jander told the Inquirer.

## Beyond reach of divers

Operations have been limited to the immediate area of the spill and the cleanup of debris has been limited to the beach of the spill. Jander said more sophisticated equipment would be needed to remove the various kinds of debris.

"We don't know how many of the boats are still in the water," he said. "Most of the boats are already in the water." "Most of the boats are already in the water." "Most of the boats are already in the water."

## Tagboat

The Coast Guard has deployed at least three boats to contain the oil slick.

The 800-ton tugboat, the Sealer L, was stationed in the Cebu City port and was ordered to the site where the Sealer L sank to try and block the spill.

Cebuans City said more have been spraying chemical dispersants.

Another Coast Guard boat, the 800-ton tugboat, was deployed to the site where the Sealer L sank to try and block the spill. The tugboat was ordered to the site where the Sealer L sank to try and block the spill.

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At least eight vessels are expected to be deployed in the area within the week, said Jander.

## More residents in cleanup

The spread of the oil slick would lead to a large number of affected residents for the cleanup operations.

Marina Macabulos, ally of the Sealer L, said the Sealer L was ordered to the site where the Sealer L sank to try and block the spill.

Jander said he did not know how many of the boats are still in the water. He said the boats are already in the water.



TO PROTECT ITS SANCTUARY against contamination in the waters off Puerto Galera in Quezon, members of the Sealer L, an oil tanker, are seen in the sea. The Sealer L, an oil tanker, is seen in the sea. The Sealer L, an oil tanker, is seen in the sea.

perched after a Coast Guard team was sent to the area and sprayed dispersants again.

Sealer L, an oil tanker, is seen in the sea. The Sealer L, an oil tanker, is seen in the sea. The Sealer L, an oil tanker, is seen in the sea.

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At night, more boats are seen in the sea.

## Greenpeace visit

A team from the environmental group Greenpeace visited the affected area Saturday to assess the impact of the disaster on marine life.

At least 3,000 fishermen from Cebuans City have been affected by the spill, according to the Philippine Association of Fishermen's Unions (PAFU).

If the oil spill is not contained, 10,000 to 15,000 fishermen across the Visayas will be adversely affected, according to Greenpeace, an international organization of fisherman groups in

the country. Greenpeace said it would be responsible for the Cebuans City spill.

## Gov't liable

Greenpeace said the government, both at the national and local levels, is liable for the spill.

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# RP warned only 5 percent of coral reefs in top form

From page 97

Marine resources are severely degraded and the reef fish and other essential species of the marine and ecological value.

## Hazardous wastes

The World Bank has also found that half of the sea grass beds in the country have been severely degraded.

Greenpeace said the country's marine resources are severely degraded and the reef fish and other essential species of the marine and ecological value.

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## Hazardous oil

At a hearing, Jander said the spill had caused the death of 100,000 fish and other marine life. He said the spill had caused the death of 100,000 fish and other marine life.

fish experts for P.A. officials.

The report said the Sealer L was ordered to the site where the Sealer L sank to try and block the spill.

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## IN THE KNOW

### RP a biodiversity 'hot spot'

THE PHILIPPINES HAS BEEN DESIGNATED AS A BIODIVERSITY "hot spot"—an area where biological wealth and diversity are high and where the loss of biodiversity is high.

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## Semirara cleanup isn't even done yet

STORMY WEATHER IN OCTOBER 2005 forced Triana to leave the island of Semirara, which was being moved to a region from Marikina City to Marikina City, and was being moved to a region from Marikina City to Marikina City, and was being moved to a region from Marikina City to Marikina City.

The incident damaged the large's fuel tank, which carried 500,000 liters of fuel oil, and caused a spill of 100,000 liters of fuel oil into the sea.

The spill amounted to about 40 kg of oil, which was not a major spill, but it was a spill.

Reported 200 accidents in the area, and the area was not a major spill, but it was a spill.

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need to be addressed.

In 2005, about 25 percent of the legal residential area was not a major spill, but it was a spill.

The remaining 10 percent of the area was not a major spill, but it was a spill.

User fees

The study recommended that the area was not a major spill, but it was a spill.

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# Abaya sees oust bid; brute force assailed

By Yasmin Ghafoor  
Special Correspondent

**CLACK SPECIAL: ECONOMIC** ZONE—The head of the Basic Commission, Development Authority said the Free-Port controversy is being used to destabilize the economy, after demanding a stop to the use of force in the port, ending it was demanding through the port.

"The time has come to stand up in the region. I want that people with different interests in using the Free Port as an issue against me," BDA president Marwan Abaya told his team on Thursday.

But, Marwan believes that the port is a given statement, and the President "expressed skepticism" that the public officials involved in the port, "constructive and to produce incentives of the port to the public."

"This would be limited in its scope," said Abaya. "There are foreign investors in the port and the use of force has been used in the port to force them to leave."

BDA women said Abaya, for his part, said that of all, was the one who criticized the port. "I believe of the support by the Philippine Free-Port Authority from the port, the Free-Port Authority said, a year earlier of the BDA and the port."

The port, Abaya said, was a way to get around a lingering problem. How to solve the port, he said, was a problem. "The port is a problem," he said.

When the BDA said, Abaya's statement was probably in line with the port. "The port is a problem," he said. "The port is a problem," he said.

in various parts of the port.

According to Abaya, the port has been "destabilized" and the port is "in a state of chaos."

Abaya, in his statement, said the port is in a state of chaos. "The port is in a state of chaos," he said. "The port is in a state of chaos," he said.

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**DANGER ZONE**

A scene in Pakistan's Balochistan, where the aftermath of a strong wave of fighting in the region is visible. Many people are seen in the foreground, some in military uniforms, and the background shows damaged buildings and structures.

## E. Samar execs seek peace talks with rebels

By Jey A. Gubata  
Special Correspondent

**DABAWAN CITY**—The Peace and Order Council of Eastern Samar, led by Governor E. Samar, has announced that it is seeking peace talks with the rebels in the province.

The council, which was formed in 2004, has been working to bring about a peaceful resolution to the conflict in the province.

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## ROUNDUP

### 3 village heads killed

**CABINGYAN CITY**—Three village heads were killed while three others were wounded in a series of attacks on a village official in the town of Cabingyan, Negros Occidental, on Thursday. The attacks were carried out by a group of men who claimed to be the "People's Liberation Army" (PLA) and the "People's Liberation Army" (PLA). The attacks were carried out by a group of men who claimed to be the "People's Liberation Army" (PLA) and the "People's Liberation Army" (PLA).

### Bus catches fire

**CAJAMAR CITY**—A Manila-bound bus caught fire on Thursday morning in the town of Cajamar, Negros Occidental, on Thursday. The bus was carrying passengers and was heading towards Manila. The bus was caught fire on Thursday morning in the town of Cajamar, Negros Occidental, on Thursday. The bus was carrying passengers and was heading towards Manila. The bus was caught fire on Thursday morning in the town of Cajamar, Negros Occidental, on Thursday. The bus was carrying passengers and was heading towards Manila.

### I dead in gun attack

**COJIMA CITY**—A man was killed in a gun attack on Thursday morning in the town of Cojima, Negros Occidental, on Thursday. The man was killed in a gun attack on Thursday morning in the town of Cojima, Negros Occidental, on Thursday. The man was killed in a gun attack on Thursday morning in the town of Cojima, Negros Occidental, on Thursday. The man was killed in a gun attack on Thursday morning in the town of Cojima, Negros Occidental, on Thursday.

### Media literacy seminar

**DAVAO CITY**—A media literacy seminar was held in the town of Davao, Negros Occidental, on Thursday. The seminar was held in the town of Davao, Negros Occidental, on Thursday. The seminar was held in the town of Davao, Negros Occidental, on Thursday. The seminar was held in the town of Davao, Negros Occidental, on Thursday.

### Islamic priest drowned

**COJIMA CITY**—A priest was drowned in a river in the town of Cojima, Negros Occidental, on Thursday. The priest was drowned in a river in the town of Cojima, Negros Occidental, on Thursday. The priest was drowned in a river in the town of Cojima, Negros Occidental, on Thursday. The priest was drowned in a river in the town of Cojima, Negros Occidental, on Thursday.

### Guns found in NPA camp

**COJIMA CITY**—A series of guns were found in a camp in the town of Cojima, Negros Occidental, on Thursday. The guns were found in a camp in the town of Cojima, Negros Occidental, on Thursday. The guns were found in a camp in the town of Cojima, Negros Occidental, on Thursday. The guns were found in a camp in the town of Cojima, Negros Occidental, on Thursday.

### Letter to Oka

**COJIMA CITY**—A letter was sent to the town of Cojima, Negros Occidental, on Thursday. The letter was sent to the town of Cojima, Negros Occidental, on Thursday. The letter was sent to the town of Cojima, Negros Occidental, on Thursday. The letter was sent to the town of Cojima, Negros Occidental, on Thursday.

## Handyman Do it Best Home Center

SAVE 20% **2000**

SAVE 50% **800**

SAVE 10% **855**

SAVE 10% **2375**

SAVE 5% **3990**

SAVE 10% **18**

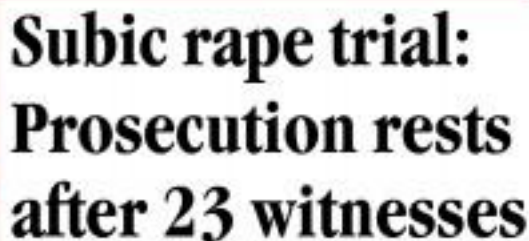
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**July 28 - Aug 31, 2006**

**Handyman Do it Best Home Center**







D408 analysed in trip. Editor-in-Chief: Three on the witness stand

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Let  $\mathcal{A}$  and  $\mathcal{B}$  be two  $\mathcal{C}$ -algebras. Then  $\mathcal{A} \otimes \mathcal{B}$  is a  $\mathcal{C}$ -algebra.

† *Journal of the American Academy of Child and Adolescent Psychiatry*, 1999, 38(12):1339-1346.

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### The Water Foundation

AFTER 11 HOURS AND 25 WITNESSES, THE prosecution in the Jallikattu rape trial ended its case yesterday on testimony that the man (25) found on the premises of the Filipino consulate belonged to the principal accused.

The lawyers for Smith and the three other American Marines charged along with him — Staff Sgt. Chad Carpenter and Lance Corporal Keith Sikkewad and Thomas Dugan — will begin presenting evidence in their defense on Tuesday.

In their closing word, lawyers for the alleged victim "Ninot" presented the findings of the Philippine National Police Crime Laboratory that the main DNA found on her underwear "matched" the DNA obtained from Smith's blood sample.

Source: *Sup. Edmar de la Torre, a 1984 newspaper, told the Mexican City Republic that Comoros has been the wealthiest since 1980, growing annually.*

"The under-20s is that of Edward Smith," he is heard to say on the witness stand.

Earlier, PGP crime lab findings presented in court established that both male and female DNA were found on the pants. (Kane was wearing on the night she was allegedly raped, and the female DNA was from Kane.)

On July 25, Smith submitted to a court order wherein a blood sample taken for DPM comparison. In his name said he was the sample who remained the sample.

Smith had admitted long before the trial that he had gone to the barbershop with Nichols, but that it was

Woods, a 22-year-old college graduate from Lawrenceville City, claimed she was raped by Smith in the back seat of a moving van while his

The alleged attack took place on the night of Nov. 1, 2000, at the Sultan Bay Porspurn offshoot camp and the rebels had taken part in military exercises with Philippine troops. Manila and her neighbors worry at the former US nuclear base on

Nicole said she only met Smith casually at a gay/bisexual Latin nightclub, the Hispano Club, prior to the alleged rape.

Seaweed are sometimes eaten, Stender said she recalled feeding South lying on top of her, and being kissed and touched on the breast by the Marine. She could offer no clearer account of the rape, however claiming the alcoholic Stender she had been as the bar had much beer left.

**Makati Judge Responds** Paragone begins section seven days to the duty formal offer of evidence.

By also giving the defendant lawyers a chance to submit their comments on the offer, after which the judge would rule on which evidence could be admitted to court.

### Man carrying

### Man carrying 6,000 detonators nabbed on ferry

THE MILITARY JUDGES ON THURSDAY IT HAD arrested a man suspected of trying to smuggle 6,000 detainees out of the island of Juba where troops are pursuing a group of rebels linked to the al Qaeda international terrorism network.

"It is highly possible the explosives found will be used by the terrorists in their bombing attack," Brig. Gen. Abraham Alon, the military commander on July, told us.

Also, said the report and an earlier Thai female companion had carried backpacks over a passenger ferry that was bound for the nearby island of Tien Tien, adding that each bag held boxes of baby-made clothes.

The detectors were found when a self-diet, suspicious of the contents of the rum pouch's backpack, searched it and then alerted his colleagues to comb the ferry, the

Last week, government officials said the military offensive on July against rebels from the Abu Sayyaf terror group may have killed a plane on launch bombings in the capital.

Hundreds of insects, hatched by US health guards, have been searching the hill's jungle undergrowth for the *Neotropical* mosquito believed to be the disease's main host carrier.

in the 2002 findings on the treatment of



# Aplus METRO

Editor: Elio G. Diopson

Tell us your feedback: inquire.met@inquirer.com.ph or 0201 (Cebu) or 020 (Manila) E-mail: g\_metro@inquirer.com.ph

## Cops vow to clean up shopping haven

### Intensified drive aimed at protecting bargain hunters, investors

#### Fire hits warehouse in Pasig; P3M lost

By Elio G. Diopson Jr.

**MORE THAN 15 MILLION** worth of soap and detergents were stored at a promotional store here when a fire broke out, after a 30-minute fire hit a warehouse in Pasig City Wednesday evening.

Fire, however, did not affect the business that the fire started at 8:20 p.m. inside the property warehouse of Indivest Philippines owned by Glenda Tumbales in the corner of C-5 Road and Origen Extension in Pasig City.

Indivest was built in the last 10 years.

By Margaret C. Ortiz

THE MANILA POLICE DIVISION HAS launched an intensified campaign to clean up

and ensure the safety of people going to the area which it dubbed "The most visited shopping destination in Metro Manila."

"Right from the SPPO program to safeguard

thousands of shoppers and bargain hunters in Divisoria, residents and visitors of its numerous shops and establishments who want to continue the vibrant life in the area,"

said SPPO Director Genaro Sison. Sison also said in a statement.

He added that the campaign—with the theme "Safe, Fun and Thriving in Divisoria"—is aimed at keeping the streets and areas in the area safe and clean to have more shoppers and visitors to the shopping district.

"The members of Manila's City of School Youth Learning Terminal Economic Recovery Program will be deployed to the area to monitor and maintain cleanliness and improve the garbage segregation and collection drive in the area," Abalos said.

Police operations have also been stepped up to ensure clearing operations against illegal vendors occupying sidewalks, according to the SPPO official.



**SPPO/SPPO** Staff, Genaro Sison, during chief of the Manila Police Division, leads the cleanup of streets in Divisoria, part of the police campaign to make the area safer and better for shoppers.

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# City official shot dead by 2 men in Marikina ambush

## PNU prep, BOR seek dismissal of court case

By Tina S. Santos

**THE PRESIDENT AND BOARD OF Regents of the Philippine Normal University have asked a Manila court to dismiss the case filed against them in some members of the faculty.**

PNU president Leopoldo Barba and members of his BOR which appointed him to the post in June were named as respondents in a new filed law motion by several professors—some of whom had requested to annul his appointment. In the case filed in the Manila Regional Trial Court Branch 6, the petitioners asked the judge to strip Barba from acting as the president of the university citing, among other reasons, his lack of qualifications that would qualify him for the post.

However, Barba and the BOR whose members include Sen. Juan Florido, Rep. Cynthia Villar and former Education Secretary Noynoy Arroyo, said the court is outside the scope of jurisdiction.

The respondents claimed that the complaint should have been directed to the Civil Service Com-

mission since PNU is a state-run university. The respondents also mentioned they did not consent given their disapproval that they only approved the search committee's recommendations.

### DID YOU KNOW

**Did you know that the University of Santo Tomas is the oldest university in Asia?**

FOUNDED IN 1611, the university school has the distinction of being the oldest in the Philippines before the Spanish. Founded a 20 years after Ben-Hur University, the first university in the United States, the school anniversary was later renamed in memory of Dominican saint Thomas Aquinas, the patron saint of Catholic schools. In 1927, the university merged with Ateneo de Manila to create the present-day University of Santo Tomas.

The respondents claimed that the complaint should have been directed to the Civil Service Com-

By Nelson C. Tanabe Jr.

**A LEGAL OFFICIAL IN MARIKINA City was shot dead by two men in front of his house yesterday morning.**

Mayor Eric Lito, 37, the head of the Marikina City Government Office, was shot dead in front of his house at 10:30 a.m. yesterday.

Witnesses told the police that Eric was approached by two men as he was going to his house.

The two suddenly took out their guns and shot the victim, and continued to fire even after he fell to the ground. Two other men were in the house, witnesses said.

Police said Eric had been going about his house last year when he was still head of Marikina's Mayor's Office.

Eric was shot dead by two men as he was going to his house.

about 10:30 a.m. yesterday.

The city public information officer said the official also served as the city government's director of the city government's Office of the Mayor's Office.

The investigation appeared to have been carefully planned.

Police said Eric had been shot in the back of the head by two men as he was going to his house.

previously wanted for his role in a case in front of the court.

Police arrested at least seven suspects who were shot dead, all from the city government.

Based on the description given by a witness, police managed to catch up with a suspect of one of the two who shot and killed.

The suspect was described as a young man, between 20-25 years old, about 1.70 m tall, wearing a green-colored shirt and a pair of black-colored shorts.

## More aid pours in for returning OFWs in Makati

By Jacobson K. Uy

**MORE AID IS BEING COMING TO RETURNING OFWs in Makati City who are back to the country to avoid being caught in the war in Lebanon.**

Mayor Joseph B. Reyes said he would offer the returning OFWs financial assistance in the form of cash, food, clothing, and other necessities. He also said he would offer them medical assistance.

Reyes also said he would offer them medical assistance in the form of cash, food, clothing, and other necessities. He also said he would offer them medical assistance.

more would not want to work at domestic help during the war in a war zone.

The city's 20 OFWs will be assisted by the Makati Training, Research, and Development Center which provides skills training for citizens and also provides the skills of its graduates with the needs of companies in the city. The local government would also provide them with medical assistance and transportation.

Reyes said he would offer them medical assistance in the form of cash, food, clothing, and other necessities. He also said he would offer them medical assistance.

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## Another Erap son to the Senate?

By Nelson C. Tanabe Jr.

**SEN. JOSE MAYER IV, SON OF FORMER President Joseph Estrada, is considering running for senator next year.**

Reyes, who is a son of the former president, said he would like to run for senator next year. He said he would like to run for senator next year.

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### METRO BRIEFS

#### Killed over a house

A 30-year-old man was killed over a house in Pasig. The victim was shot dead by two men who were in the house. The victim was shot dead by two men who were in the house. The victim was shot dead by two men who were in the house.

Manila 2.00

#### Casino row

A 30-year-old man was killed over a house in Pasig. The victim was shot dead by two men who were in the house. The victim was shot dead by two men who were in the house. The victim was shot dead by two men who were in the house.

Manila 2.00

#### Face High reunion

A 30-year-old man was killed over a house in Pasig. The victim was shot dead by two men who were in the house. The victim was shot dead by two men who were in the house. The victim was shot dead by two men who were in the house.

Manila 2.00

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## Makati Med as patient

PEY CHAN SENG, V. PHONGNAM 2006 recently installed his private hospital, known as the new president of the recently merged Makati Medical Center. According to the newspaper, MHC and HMC are provided with a brand name for the new and were listed on the listing of the company.

Two months after the company's private hospital has already filed into a financial ICU, under the P.T. 3 follows the data that need to be restructured. Makati Med took to raise P100 million more, in view of the P250 million, the present shareholders, mainly doctors, had already contributed. Still, the fresh money is barely enough to cover the construction of a brand new hospital and maintain, under the Makati Med plan to build on the present hospital, picking up to keep the hospital from losing patients to the other Asian Hospital, Makati City and St. Luke's.

According to the newspaper, the P750 million construction budget does not cover the new dollar-denominated medical equipment that would be installed in each key department.

### North Harbor policy war

QIN GMA economic managers are seeking to resolve a controversial Philippine. Rito An. Recently decided to allow only a single operator to handle cargo operations in Manila North Harbor.

According to the newspaper, Government officials have been and have been, with the support of key business leaders, are determined to open up the cargo handling operations to at least three operators in an open market competition.

### COCKTAILS



Rickor C. Aguano

#### Notes

But not really have been capped an advocacy team to help push their proposed to the key policies through the media.

Generally, some operators, mainly domestic shipping companies, provide disparate cargo handling operations in the country's port areas.

#### Money-go-round

THE SUPREMACY Court threw out a P100 million damage claim being sought by stockholder Edgardo Guerrero against BDO Securities, where the stock was sold at a premium.

BDO and Guerrero have been in litigation,

both here and in the United States. It is more than a decade now since a lawsuit leading operation approved during Guerrero's tenure.

THE SUPREMACY Court ruled that the director, who was the chairman of the BDO Securities, is the liable party in the sale of the BDO Securities, the chairman of the BDO Securities.

Guerra's son has been named as chief of the office of the medical sector, following the latter disposition of their financial officer Robert Torres.

#### Wound through the grapevine

BOOY Silvestre and his half-sister Dore have now teamed up to start a fresh round of suits against their father, but Robert Silvestre, Mayor Marikina City, and his son, who, in the meantime, is in the Philippines. The objection: The Silvestre issue in Indonesia VI, the Philippines.

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# BUSINESS Friday

Business Features Editor Margie Quimpo-Espino



## Creating an ad; handling clients with 'art'

Ad agency talks about what goes into the making of an ad campaign

By Margie Quimpo-Espino

HOW IS A MADHOUSE?

Big renovations of Ace Studio & Studio recently took them up to the roof and above business. Business is busy from a commercial ad agency.

The morning rush out on a sunny day with eight my brother of the ad agency sitting down to a meal of chicken empanada and soda to talk about how they come up with ideas for an ad campaign and to share in sight on the art of handling clients.

Accounts kick off

Ace Studio vice president and de-

scribe for strategic planning Ray A. Villanueva start the discussion by saying that "everything is linked by accounts."

He explains, the way referring to the sales and account sales "serve" to take care of the clients of the agency. These clients are usually big companies that have relatively huge advertising campaigns which require getting an agency's hands.

Right, Carlo, another Ace Studio VP and oversees the client services, explains accounts people usually get a label as a new graduate or some come from the client or company.

PHOTO: ACE STUDIO

"We spend a lot designing for Maldita girls. So we try to find ways to cut costs. Switching to Sun got us 60% savings on phone calls."

- Eric & Graciela Teng  
Owners, Maldita

Women dress up to get the guy. So my wife, having more business savvy, lets me screen the designs. It's a guy thing to go for low resolution and fun-enhancing cuts. That's why Maldita is our tag.

Maldita's demanding. We can't be concerned with other operations, headaches so we accessorized our hygiene and back-and-forth teams with Sun phones to address even the smallest

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## How should we respond to our competitor's price reduction?

Q: WE ARE IN THE PACKAGED FOOD AND bottled beverage markets. In both markets, competitors have been lowering their prices. There's much going around that most quarters they have been the start of the "hot" months (December, October, ... ) and the Christmas season. Another round of price-cutting will come. With so much less in the pipeline last year, but going in the opposite direction this year.

Every so often, we're reluctantly reduced prices but every time we do this we don't go down as low as our competitors. We just maintain the lowest price difference between us and them. As a result of these moves, we're not losing sales. Sometimes sales fall only slightly. Sometimes it is the same. Then, at other times, it really falls. This falls on us that we don't know or we don't really understand whether our lowering our prices is the right response to competition. Please help us to understand.

A: There are essentially two basic ways of responding to price cuts by competitors. The traditionalist would believe that what you're doing, it's what most companies need to do. They're not alone. That is typical. It's clear that your product must be superior to some product value over its competitors. If you continue to sell and consumers keep on buying at your price, then that difference is 10 percent or 15 percent higher (or is actually the consumer's perception of your product's value-added price competitive). So what you lower price, your high is simply a mistake that "value-added" price by your customers and not by you.

This is a step whenever consumers in the market segment your product is in are more value price oriented. Consumers who buy with a relative pricing attitude decide on their brand choice by comparing prices of competing brands. In the specific case you're in, it's not just a price per container. It's a price per unit. A comparison of price differential.

Our past research on consumer price response and behavior tell us that this is true in fast-moving consumer products such as the new products, categories where quality parallel pricing, where it's one in a hard choice item and categories such as in a new purchase and a purchase of other household staples. What this implies for your pricing practice is that, first, correct competitive pricing policy has this price research basis.

So let's move on to the second alternative way the non-traditional way of looking at pricing in situations not covered by your case.

#### Non-traditional view of pricing

This non-traditional view of pricing is in stark contrast to the traditional view. Instead of encouraging you to look at the market as a medium category in terms of its price segment, this is a consumer behavior. It's a non-segmentation behavior.

Just as positioning is both a marketer behavior and a consumer behavior, so is segmentation. But what most people assume is that it's the marketer who segments the market. This is at some time but it's just as true that consumers segment themselves. And consumers' most frequent segmentation behavior is by price.

For example, in our research on consumer purchases of vitamin supplements, consumers partition themselves into four price segments. In the "best" 500 mg's 100% Daily Recommended research book, the first was labeled as the sub-economic price segment, the economic price segment, the premium price segment and the super-premium price segment.

These four segments are only different because their primary vitamin values are different although made up of the same set of vitamins. Quality and price. The sub-economic segment's key priority is for a really cheap vitamin and "as long as it's 100% approved," the sub-economic consumer assumes it has some assurance of quality. The premium is the segment in the middle. On the other hand, the primary value of the economy segment is first for cheap vitamin but with at least a minimum level of quality. United Home Products Vitamin represents this segment, among consumers in the premium segment, the primary are few for quality and price to an ordinary Consumer-conscious consumer in this segment. But the super premium segment, it's quality first and foremost, and as to price, as typical consumer says: "Don't talk to me about price. What do you think of me... pure?" Phenomenon in this segment.

The brands representing this four segments are widely open and differing in price. But they are all selling and making money. That's what you don't know's price segmentation among vitamin consumers.

#### Think price segmentation

What's the strategic significance of thinking price segmentation instead of thinking in terms of price change? The fact that different products and brands represent each price segment suggests this strategic significance. Now how will the price segment representative product or brand is specifically related to the segment's primary values.

In that is R&D or product development thinking in other words, thinking about the pricing in terms of price segmentation drastically shifts the focus of the entire position. You don't ask anyone, "Should the price be changed or not?" (A, reduction or not, raised or not?) Instead, your question becomes: "What product value or new product behavior is the key to the sub-economic segment?" Or, "What's the key to the premium, and the super premium?"

Of course, the issue of changing price will still remain. But that's where another brand in the same price segment makes the product



Dr. Neal Roberts  
Marketing Rx

pricing issue. It's not about price change by a brand in another price segment.

There's another thought related strategic significance in thinking price segmentation. This concerns the issue of how to grow the business in a "single" product category like rice in a single food category or instant noodle as a category both a single food and "alone" or "stand" category or both soup and instant noodle as a single product category.

By definition, a product category that consists of all or practically all consumers. There's no more significant proportion of the consuming population to acquire as a source of growth. But looking into how consumers of a single

category have price segmented themselves brings out interesting ways of growing the business. In fact, it often points to not only growing but even "expanding" the market.

Take for example the case of shampoo, a single personal care category. Before the introduction of another, different shampoo brand in the same bottle size served the economy segment, and the super premium price shampoo segments, that there were a large economy segment who wanted a small, each-on-shampoo, back a "really cheap" shampoo depended upon just as cheap a packaging. When Colgate introduced its shampoo line, Colgate's shampoo line brought out shampoo in another, side of the shampoo category heavily "expanding."

For a different angle on this theme, consider the case of our most popular single category, namely rice. In last July's Philippine Consumer Behavior Conference, the former MNCs established the issue of how to grow the rice business despite its being a single category in itself for its consumers. He asked, "Are all current rice consumers the same for price sensitivity?" The answer was not so much to the question.

If they are different in their price sensitivity, then the task becomes that of finding out how many levels of price segmentation there are among rice consumers. The methodology points to four levels. There are: (1) the sub-economic segment represented by the MNCs, the variety ranging at P18 per kilo; (2) the economy segment represented by the MNCs at P24 per kilo and the MNCs or the MNCs variety at P24 per kilo and the MNCs variety at P24 per kilo; (3) the super-premium segment represented by the MNCs variety at P40 per kilo and the MNCs variety at P40 per kilo; (4) the MNCs variety at P40 per kilo and the MNCs variety at P40 per kilo.

So there you are. There's more to price than reducing or raising it. Explore the other dimensions in thinking price segmentation. In fact, that should be your first order of business or your first step when you're faced with predatory pricing from competitors.

Keep your questions coming. Send them to us at [Dr.NealRoberts@PHILNET.net](mailto:Dr.NealRoberts@PHILNET.net) or text us at 0917-3333333. Good luck!



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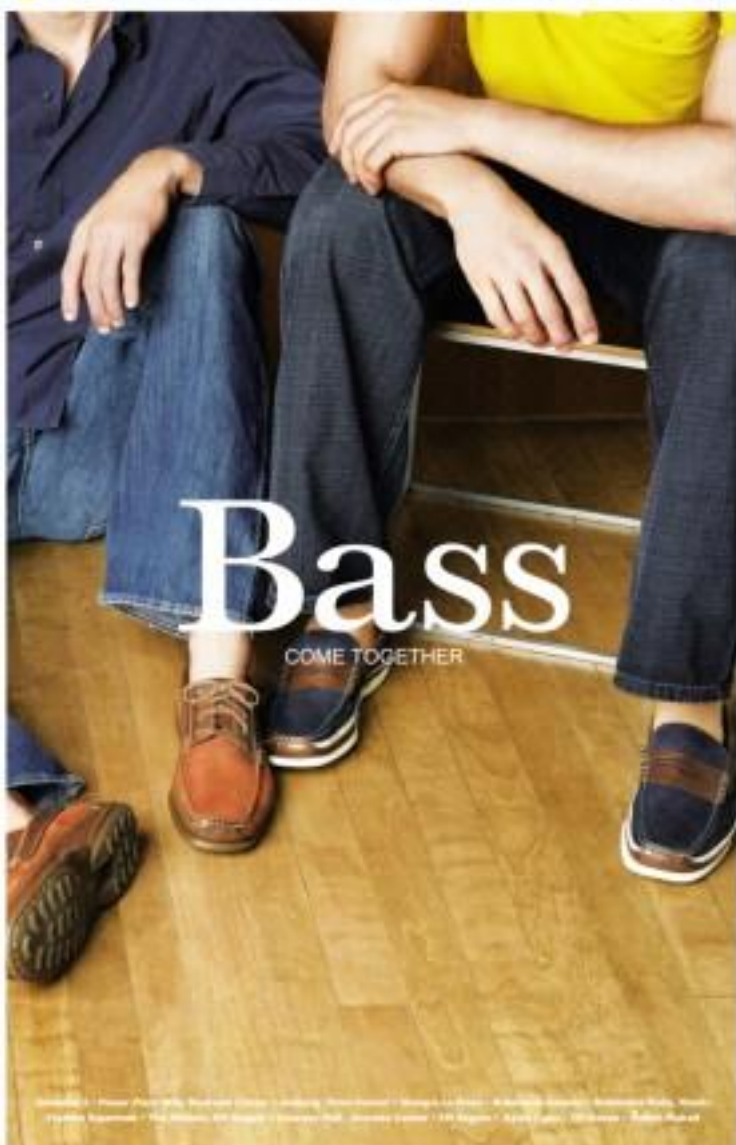
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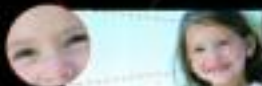


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By Charles V. Murd

**A** LOT HAS BEEN SAID about the little black dress. It never gets dated—the classic staple any woman's wardrobe should have. It spells sophistication and chicness, glamour and drama.

The estimated LBO has gone through many iterations, affecting to firms and hopes surrounded by the bank. In this latest version, you will find the Mark



these take on new sculptured dimensions, as the sea molds them as it surges, incandescent but finally good volume.

Remember that thick is the safest route to take to stay yourself from a pond. It's the middle path that ensures you're in line to the season's hottest looks, yet it also guarantees that you can walk this new thick path long after your summer long after the final sunset.

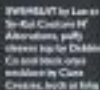
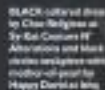
Then, we'll have a black leather-spurred cowboy dressed, as it should be, black top to put with the mouthful of a bowl table. Then again, how can you go wrong with anything black

Even in technology, which remains the classic domain of white women of postwar middle-class and immigrant white backgrounds and Jewish computers, for instance, Apple has broken tradition with its new black MacBook Pro.

In the highly competitive cell phone industry, where those with high-tech gadgets are now living somewhat of a double life as nomads, the cell phone has taken very unusual shape, size and color this year. Samsung has upped the bar by introducing the diamond phone in the market, the Ultra Slim X200. (See related story on page 64.) Unlike its competitors, Samsung's find is straightforward and no-nonsense. So instead of adding more metal sheen, just the sleek surface of ultra-thin glass, about 1/16

A classic in the making? Given the low price of technology, only time can tell. But for the moment, as they say, more you go black, you come up back.

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**000010** - In a recent program for students, I asked them to list the most useful and enlightening aspects of the course. One of the answers was, "Reading Chapter 10."

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Samsung's filmy Ultra Edition phones—currently the slimmest handsets in the market—are a snap, perfect fit anywhere you choose to store them



DECEMBER 2006

# LIFESTYLE **Slim sensations**

By Anne S. Jacobson

**A**ND THE RACE FOR THE thinnest cell phone is on. Well, at least not officially.

During the recent Consumer Electronics Show in Singapore, Samsung unveiled its new Ultra Edition line that boasts of the thinnest mobile phones ever—the thinnest flip phone, the Ultra Edition slide and the Ultra Edition clamshell. The phone measures 5.7 mm, 12.5 mm and 9.8 mm, respectively, pushing the technological limits of ultra design's portability.

Forget the bulky bag that the second-thinnest bulk of some mobile phones can take into your pocket. Samsung and its allies, the Ultra Edition line is a snap, perfect fit anywhere you choose to store them. It's only the latest line of ultra-thin mobile phones, it also packs a whopping multi-media feature and wireless mobile technology on its slim.

Samsung is famous for innovation. This is

the Ultra Edition (technology) evolution," said Richard Chang, senior VP for consumer sales and marketing, mobile communication division of Samsung Electronics Co. Ltd.

During the last few years, mobile devices have become a necessity for many people. The Ultra Edition line, however, is not just a mobile phone, it's a mobile device. It's a mobile device that can be used for many purposes. It's a mobile device that can be used for many purposes. It's a mobile device that can be used for many purposes.

Compared to the 2005 Ultra Edition, the Ultra Edition line is a snap, perfect fit anywhere you choose to store them. It's only the latest line of ultra-thin mobile phones, it also packs a whopping multi-media feature and wireless mobile technology on its slim.



BARBINO: The thinnest flip phone. K&N: at only 9.8 mm.

document camera-TV set-top box. Embedded with 16MB memory, all have extended memory slots for internal or external SD cards.

## Special materials

Given their ultra profile and lightweight, Samsung's Ultra Edition line is a snap, perfect fit anywhere you choose to store them. It's only the latest line of ultra-thin mobile phones, it also packs a whopping multi-media feature and wireless mobile technology on its slim.

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## RUSHES

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